



# Marketing and Business Analytics

A&M-COMMERCE

## BUSA 526: Database Management COURSE SYLLABUS: Fall I 2023 (01W)

**Professor:** Dr. Bo Han, Associate Professor of Business Analytics

**Email Address:** [bo.han@tamuc.edu](mailto:bo.han@tamuc.edu)

**Preferred Form of Communication:** Email.

**Response Time:** I will reply everyone's emails within 24 hours except for Saturdays, Sundays, and the university approved holidays. Emails received during Saturdays, Sundays, and the university approved holidays will be replied on the following business day.

### Welcome!

Hello everyone,

Welcome to BUSA 526 Database Management class! This is an online course. We will mostly use recorded videos to deliver the class contents. All lecture videos and learning materials have been posted on myleo online. You can access to the contents from the first day of this semester. Please study those contents according to the "Schedule of Lectures" posted on myleo online.

Please feel free to email me any time when you have questions. I'm here to help! To protect your academic privacy, please always use your tamuc.edu email. Tamuc.edu email is the fastest way to reach me. All class announcements will be sent to your tamuc.edu email as well.

## COURSE INFORMATION

### Textbook

No required textbook. All learning materials are provided on myleo online.

## COURSE DESCRIPTION

This course introduces core concepts in data and information management. The focus is on identifying organizational information requirements, modeling them using conceptual data modeling techniques, converting the conceptual data models into relational data models and implementing and utilizing a relational database. The dimensional modeling concept will also be introduced.

### College of Business Student Learning Outcomes:

1. Students will demonstrate proficiency in spoken communications by delivering clear and well-structured business presentations.
2. Students will demonstrate proficiency in written communications by creating clear and well-structured business documents.
3. Students will identify and evaluate ethical business issues.
4. Students will identify and evaluate global business challenges.
5. Students will be analytical problem solvers in business environments.

COB Student Learning Outcomes (SLOs)	Course Outcomes - After successfully completing this course, students will be able to:	Measurement Methods (Outcome Assessments)
2, 5	<ul style="list-style-type: none"> <li>• Understand and be able to use the entity-relationship diagram to create database prototypes;</li> <li>• Be able to use SQL to implement database prototypes in a database management system;</li> <li>• Be able to use SQL to retrieve data, and perform simple data analysis in a database management system.</li> </ul>	<ul style="list-style-type: none"> <li>• Exam</li> <li>• Project</li> </ul>

## GRADING

### Group Projects (A Maximum of 40 Points)

Two group projects regarding database design will be given during this semester. You can get a maximum of 20 points from each project. Please note:

- Projects are very important to your final grade! Please be sure to complete and submit every project by the deadline listed on D2L.
- **The due date for both projects is 6 PM on October 16, 2023.** Early submission is highly recommended.

- If you like, you can complete both projects by yourself. If you like to form a group, make sure your group has 3 or fewer members. **Submissions from groups with more than 3 members will not be graded.**
- Each group only needs to submit one copy of each project. **On the cover page, please clearly list the first and last names of each group member.**
- If you need to find group members, please see the “Call for Members” document on myleo online.

### Exams (A Maximum of 60 Points)

Three exams will be given during this semester. You can get a maximum of 20 points from each exam. Each exam will be open on myleo online according to the following schedule. You can choose any time during the scheduled dates to take the online exam. Once you start the exam, you have two hours to complete the exam. You can't pause the exam once it is started. The exam schedules are:

- **Exam 1** will be open from **10 AM on September 11 to 6PM on September 15.**
- **Exam 2** will be open from **10 AM on September 25 to 6PM on September 29.**
- **Exam 3** will be open from **10 AM on October 16 to 6PM on October 20.**

### Final Grade

At the end of this semester, if your total point is between 90 and 100, you will get an A; if it's between 80 and 89, you will get a B, and so on. **Please note that the actual points will be used to calculate your final grade.** No percentage or curving will be used in this class.

Points	Grade
90-100	A
80-89	B
70-79	C
60-69	D
below 60	F

### Bonus points

You can participate in the instructor assigned activities to get a maximum of 3 points for bonus in this semester.

## VIDEOS

Videos are very important to support your learning and academic success in this class. I introduce the main concepts and knowledge structures to you each week. **Be sure to watch the lecture videos.** All lecture videos are located in the separate links (Module 1, Module 2, ...) on D2L, as shown in the example below:



## COMMUNICATION AND SUPPORT

I will reply everyone's emails within 24 hours except for Saturdays, Sundays, and the university approved holidays. Emails received during Saturdays, Sundays, and the university approved holidays will be replied on the following business day.

**If you have questions in software operations, please be sure to include the screenshots of the issues in the emails.**

All assignment due dates, project deadlines, and exam time are central standard time in the United States.

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### University Specific Procedures

#### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](#)

<http://www.albion.com/netiquette/corerules.html>

#### TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

## **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

### [Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

### [Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

## **ADA Statement**

### **Students with Disabilities**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Gee Library- Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [Rebecca.Tuerk@tamuc.edu](mailto:Rebecca.Tuerk@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who

have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

## **COURSE OUTLINE / TENTATIVE CALENDAR**

Please check "Schedule of Lectures" on D2L online learning system.